



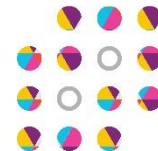
Signing up to SwitchAds

Welcome and thank you for your interest in SwitchAds!

To sign up, please enter your name and email address on our website home page and click “Get Started”: <http://www.switchads.com/>

The screenshot shows the SwitchAds website home page. The header features the SwitchAds logo (a grid of colored dots) and the text "switch / Ads Make more". On the right side of the header, there are links for "Log in" and "Sign up". The main content area has a blue background with the text "Make more money from the adspace on your website or blog". Below this text, there are two input fields: "Name: *" and "Email: *". The "Name: *" field is followed by a small icon of a person. Below the input fields, there are two buttons: "Get Started" and "Or log in".

This will auto fill these details on the next page, (alternatively you can click “Sign Up” on the right to fill this information in on the next page manually).



So once you've clicked "Get Started", you will be taken to this page:

The screenshot shows the 'switch / Ads' logo at the top with the tagline 'Make more'. Below the logo is a progress bar with four steps: 1. Personal details (active), 2. Website details, 3. Ad Units, and 4. Summary. The main heading is 'Your details'. The form contains the following fields: 'Full Name' (with an asterisk and a blue question mark icon) containing 'Charlotte Jewer'; 'Username' (with an asterisk and a blue question mark icon) containing 'CharlotteSwitch1'; 'Password' (with an asterisk and a blue question mark icon) containing six dots; 'Re-enter Password' (with an asterisk and a blue question mark icon) containing six dots; 'Email' (with an asterisk and a blue question mark icon) containing 'charlotte.jewer@switchads.com'; 'Telephone' (with a blue question mark icon) containing '03332001230'; and 'What currency would you like to be paid in?' (with an asterisk and a blue question mark icon) with radio buttons for 'GBP (£)' (selected) and 'USD (\$)'. A 'Next' button is at the bottom right.

The registration process is made up of 4 steps. It is important that you fill in each step carefully to ensure your account is set up correctly!

Boxes with asterisks (*) next to them are compulsory fields and must be filled in to proceed to the next step. The little blue question marks at the end of each field will provide you with tips or explanations for filling the field in.

In step 1- "Personal Details", we require your contact details for billing and it is best to provide us with the most relevant phone number in the event you require support and request a call back.

Please make your Username and Password are memorable and your password must be at least 6 characters in length.

The last option on Step 1 asks you "What currency would you like to be paid in?". Here at SwitchAds, we can pay you in USD (\$) or GBP (£). It is very important you select your currency correctly in this stage as we are unable to change the currency once your account is created! Selecting USD or GBP will also set the time zone for your reports- GBP (£) in GMT time zone and USD (\$) in PST.



Once you have filled all the boxes in, press next and this will take you into Step 2, (do not panic if you have made any mistakes! You are able to go “Back” in the next step and are also given the opportunity to edit your details before you finally submit in Step 4).

Step 2 is where you provide your “Website Details”:

The screenshot shows the 'switch / Ads' website setup interface. At the top, the logo 'switch / Ads' is displayed with the tagline 'Make more'. Below the logo is a progress bar with four steps: 1. Personal details, 2. Website details (current step), 3. Ad Units, and 4. Summary. The main heading is 'About your website'. There are five input fields, each with a red asterisk and a question mark icon: 'Website Address' (filled with 'http://www.charlotteswebsite.com'), 'Website Name' (filled with 'Charlottes Website'), 'Website Category' (a dropdown menu showing 'Beauty & Personal Care'), 'How many monthly page views do you have?' (a dropdown menu showing '> 10,000 page views per month'), and 'What country does the majority of your traffic come from?' (a dropdown menu showing 'United Kingdom'). At the bottom, there are two buttons: 'Back' and 'Next'.

On this page, once you fill in your “Website Address”, the “Website Name” field will automatically populate with the same URL- Please feel free to change this to a name of your choosing, like above.

If you are not aware of your monthly page views, please select “Not Sure” and proceed.

Once this page is completed, please click “Next” to move onto Step 3 (again you are able to make changes to this page at the end).



Page 3 has 2 possible pathways to completion. The path you take will depend on whether you have “Original/ Existing Ad Codes” or not. Do you work with another source of advertising? Do you have a code currently supplying ads to your website?

If the answer to these questions is “No”, or you do not wish to provide your original/ existing ad codes at this point then please read the help notes for **Path 1**. If the answer to the above questions is “Yes”, then please read **Path 2**...

Path 1 –

switch / Ads
Make more

1
Personal details

2
Website details

3
Ad Units

4
Summary

Adding a SwitchAds Ad Unit

If you would like to create a SwitchAds ad unit now, you can do this in this section. If not, please skip this section by pressing the 'next' button and then create your ad units later.

Do you have existing Ad Code? ?

☐ Yes

☒ No

☐ Provide Ad Code later

Ad Unit Size: ?

Select a size ▼

Is the ad visible without having to scroll on your web page? ?

☐ Yes

☐ No

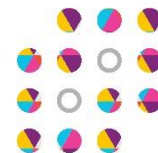
Floor Price: ?

£ 0.10

Description: ?

Add another Ad Unit

BackNext



If you do not have existing ad codes, then on Step 3- “Adding a SwitchAds Ad Unit”, you want to select “No” or “Provide ad codes later” for the first question.

You can now proceed to create your ad unit... Please note, here at SwitchAds we are not a 100% fill solution, therefore not providing an existing ad code will mean that we do not have another ad provider to pass back to in the event our advertisers cannot beat your Floor Price- therefore we recommend setting your Floor Price as low as possible, (£/\$0.001) to reduce the instances of blanks. Please contact support@switchads.com if you have any questions on this.

The next step asks you to select an Ad Unit Size. We work with IAB standard sizes, being 120x600, 160x600, 300x250, 468x60 and 728x90. Please select one, and then decide whether this ad will display before or after scrolling on your web page (also known as Above or Below the fold).

Next you are asked to set a Floor Price- as mentioned, we recommend setting this at £/\$0.01 if you do not have an existing ad code, to reduce instances of blank ads.

Finally, the description is for your personal reference, so give your ad units a description relevant to you.

You can then decide whether to create another ad unit, or proceed onto Step 4 by clicking “Next”. If you do not want to set up all of your ad units now, you can add more once your account is created from within your UI.



Path 2-

The screenshot shows the 'switch / Ads' interface with the tagline 'Make more'. A progress bar at the top indicates four steps: 1. Personal details, 2. Website details, 3. Ad Units (currently active), and 4. Summary.

The main heading is 'Adding a SwitchAds Ad Unit'. Below it, a paragraph explains that users can create a SwitchAds ad unit now or skip this section to create one later. The form includes several fields and questions:

- Do you have existing Ad Code?** (Question mark icon) with radio button options: ☒ Yes, ☐ No, and ☐ Provide Ad Code later.
- Ad Unit Size:** (Question mark icon) with a dropdown menu labeled 'Select a size'.
- Is the ad visible without having to scroll on your web page?** (Question mark icon) with radio button options: ☒ Yes and ☐ No.
- Floor Price:** (Question mark icon) with a currency selector set to '£' and a value of '0.10'.
- Description:** (Question mark icon) with a large text area.
- Copy and paste your existing Ad Code here:** (Question mark icon) with a text area containing the placeholder '<---- PASTE YOUR EXISTING AD CODE HER ---->'.

At the bottom of the form, there is a button labeled 'Add another Ad Unit', and at the very bottom, two buttons labeled 'Back' and 'Next'.

If you work with another source of advertising, we would ask that you select “Yes” for the first question.

The next step asks you to select an Ad Unit Size. We work with IAB standard sizes, being 120x600, 160x600, 300x250, 468x60 and 728x90. Please select one, and then decide whether this ad will display before or after scrolling on your web page (also known as Above or Below the fold).

Next you are asked to set a Floor Price. In order to do this, you need to work out what CPM you have been earning with your current ad provider. Here at SwitchAds we are not a 100% fill solution, we simply try to get you a better price for your inventory, boosting your current ad set up. Your Floor



Price is your reserve- the minimum CPM you will accept for your inventory, so we ask that you set this just above the CPM you are earning with your original ad provider. This ensures that SwitchAds will only provide an ad if we can get you a better price! If we cannot beat this price, we will serve the code of your original ad provider so that you can earn the CPM as before with your original ad provider- never missing an opportunity to monetize your inventory. If you have any difficulty with setting your Floor Price, set this at £/\$0.00 and your dedicated Account Manager will be in touch to help you set this!

The next box asks for a description- this is for your personal reference, so give your ad units a description relevant to you.

Finally, the last box is where we ask you to paste your original/ existing ad code. This will be updated onto your account and you can change or update any time you like. We will serve this code when our advertisers are unable to beat your Floor Price. If you are using a daisy chain / ad server you may be using a “Pass back” code, for individual advertisers in your chain to be able to pass back into the system when they cannot fill an ad, to give the opportunity to the next advertiser in the chain. If you have this type of set up and have a “pass back” code, you will need to paste this code here.

You can then decide whether to create a new ad unit or proceed onto the next step- if you do not want to set up all of your ad units now, you can add more once your account is created from within your UI.



Step 4 – Summary

switch / Ads
Make more

1
Personal details

2
Website details

3
Ad Units

4
Summary

Summary

Personal details

Edit

Full Name: Charlotte Jewer
Username: CharlotteSwitch1
Password: *****
Email: charlotte.jewer@switchads.com
Telephone: 03332001230
Currency: GBP (£)

Website details

Edit

Website Name: Charlottes Website
Website Address: http://www.charlotteswebsite.com
Website Category: Beauty & Personal Care
Monthly page views: > 10,000 page views per month
Traffic source: United Kingdom

Ad Units

Edit

Ad Unit Size: IAB Medium Rectangle (300 x 250)
Visible without scrolling: Yes
Floor Price: £0.10
Description:

☒ I/We agree to the [Terms and Conditions](#)

Upon submission you will be taken to the SwitchAds dashboard

Sign up

Rather self explanatory- this is your account summary! Is this correct? Each section has an “Edit” button to the right of the section title that will take you back to that section if you notice any mistakes.

The most important part to pay attention to on this page is the Terms and Conditions. Please read these carefully and tick once you have agreed to these.

Now that you have reviewed your account details and read the T’s& C’s all you need to do is click “Sign Up” and you will be taken into your SwitchAds Dashboard.... **Welcome to SwitchAds!**